

Message Text

UNCLASSIFIED

PAGE 01 MUNICH 01965 061141Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----068759 061151Z /46

R 061112Z JUL 77
FM AMCONSUL MUNICH
TO AMEMBASSY BONN
AMEMBASSY BERN
AMEMBASSY VIENNA
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL STUTTGART
AMCONSUL ZURICH
INFO SECSTATE WASHDC 8713
USDOC WASHDC

UNCLAS MUNICH 1965

E.O. 11652: N/A
TAGS: BEXP, GW, AU, SZ
SUBJECT: FOREIGN BUYER PROGRAM: NATIONAL SPORTING GOODS SHOW,
HOUSTON, JANUARY 26-29, 1978, STATUS REPORT TWO

REF: (A) MUNICH 1644; (B) USDOC 12080; (C) USDOC 12316

1. RE ITEM 3, REFTEL (B), MULTILANGUAGE BROCHURES RECEIVED IN MUNICH AND COPIES FROM THAT STOCK FORWARDED TO EACH ACTION ADDRESSEE. POSTS ARE REQUESTED NOT RPT NOT TO USE COPIES OF BROCHURES IN MAILINGS, BUT RATHER FOR PERSONAL CALL CAMPAIGN AS OUTLINED PARAGRAPH TWO, PARTS "F" AND "G" REFTEL (A), AND NOT RPT NOT AS IN PARAGRAPH FIVE.

2. RE ITME TWO REFTEL (B), WE PROPOSE COORDINATED REPLY DEPENDING ON COMPOSITION OF PARTICIPANTS AND THEIR EXPRESSED
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INTERESTS. SUSPECT IT WILL BE DIFFICULT TO FIRM-UP THIS PORTION OF TOUR BEFORE EARLY DECEMBER. HOPE 45 DAYS WILL BE SUFFICIENT LEAD TIME.

3. MUNICH WOULD APPRECIATE RECEIVING ANY PRESS RELEASES ISSUED BY SHOW ORGANIZERS. WILL EXPLORE WITH USIS POSSIBILITY OF GETTING FULL COVERAGE IN LOCAL PRESS, AND WILL COORDINATE WITH

BERN AND VIENNA.

4. RE REFTEL (C), WE WILL DO OUR BEST TO SEE TO IT THAT ALL RPT ALL MEMBERS OF GROUP TOUR ARE PRE-REGISTERED. WE HAVE TENTATIVE DEAD LINE FOR JOINING GROUP OF NOVEMBER 22, SO SHOULD BE ABLE TO GET ALL CARDS TO HOUSTON PRIOR TO THEIR DECEMBER SEVEN DEADLINE.

5. DURING JUNE MUNICH HAS MAILED OVER 4000 LETTERS WITH MINI-FLYERS TO POTENTIAL GERMAN PARTICIPANTS. RETURNS TO DATE ARE RUNNING ABOUT 3 PERCENT, WHICH IS GOOD FOR THIS TYPE OPERATION. WE WILL GO TO PRINTER IN NEXT TEN DAYS WITH FINAL PROMOTION PACKAGE. THIS SHOULD BE DISTRIBUTED TO POSTS FOR CALL CAMPAIGN BY MID AUGUST. PACKET WILL INCLUDE BORCHURE OUTLINING FULL TOUR AND GIVING COMPLETE PRICES.

6. FOR BERN AND VIENNA: WE UNDERSTAND AMEXCO OFFICES THERE ARE NOT RPT NOT FULLY INFORMED ON SHOW OR PROMOTION PLAN. WOULD APPRECIATE YOUR CHECKING ON THIS AND LETTING US KNOW HOW MUNICH MIGHT BE MORE SUPPORTIVE. PLEASE LET US KNOW HOW YOUR MAILINGS ARE GOING. GILMORE

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Current Classification: UNCLASSIFIED
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Control Number: n/a
Copy: SINGLE
Sent Date: 06-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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From: MUNICH
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ISecure: 1
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Litigation Codes:
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